



U.S. Census Bureau

2017 Economic Census Response Promotion

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SDC/CIC Meeting *October 19, 2016*

Account Manager Program 2017

- Improves quality and timing of economic directorate survey response
- Provides individual assistance to a select group of the largest companies
- Limits respondent burden
- Direct outreach to companies beginning Spring/Summer 2017

Response Promotion

Targets small and medium sized businesses

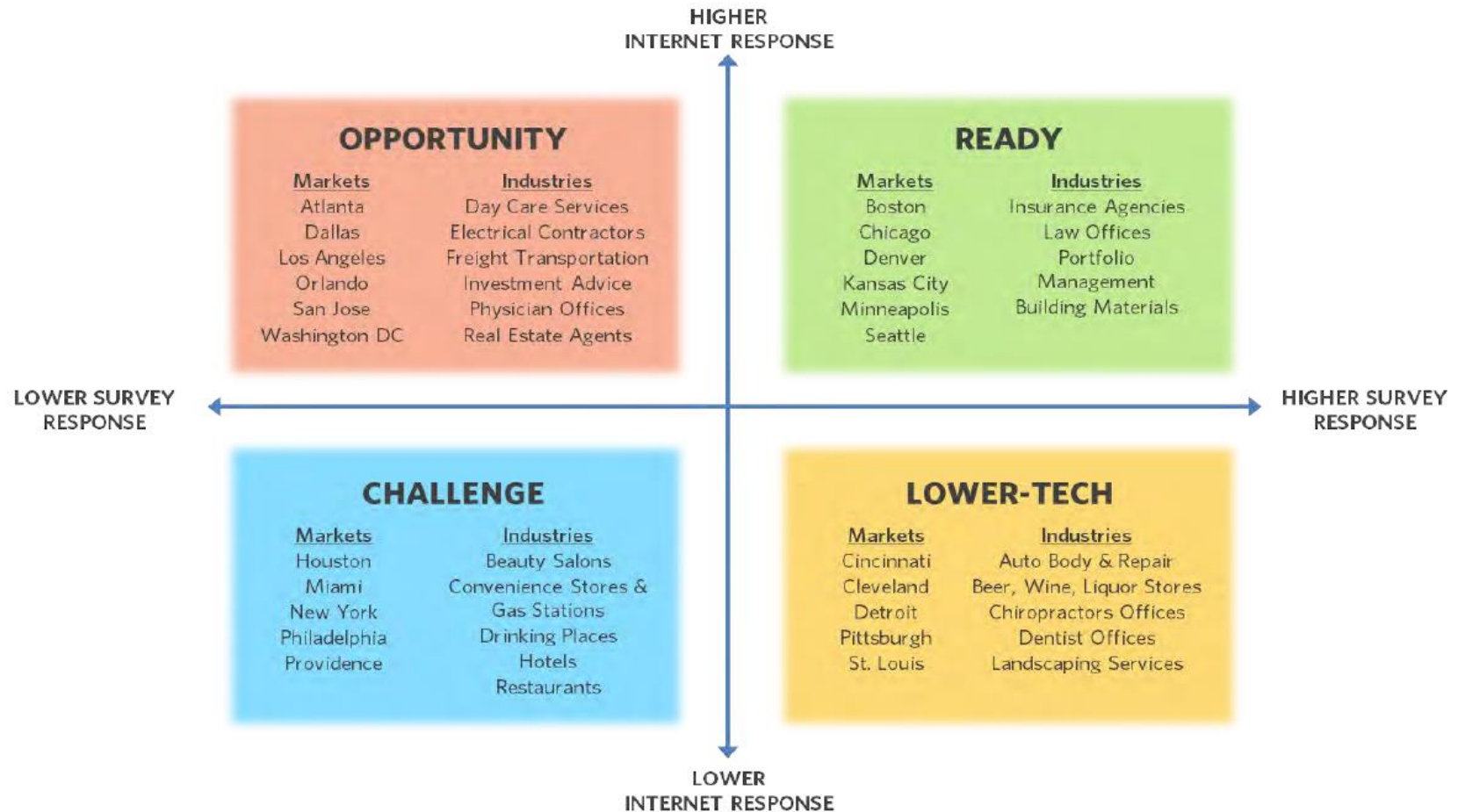
- Making data driven decisions
- Leveraging trusted voices
- Promoting 100% electronic response
- Creative messaging



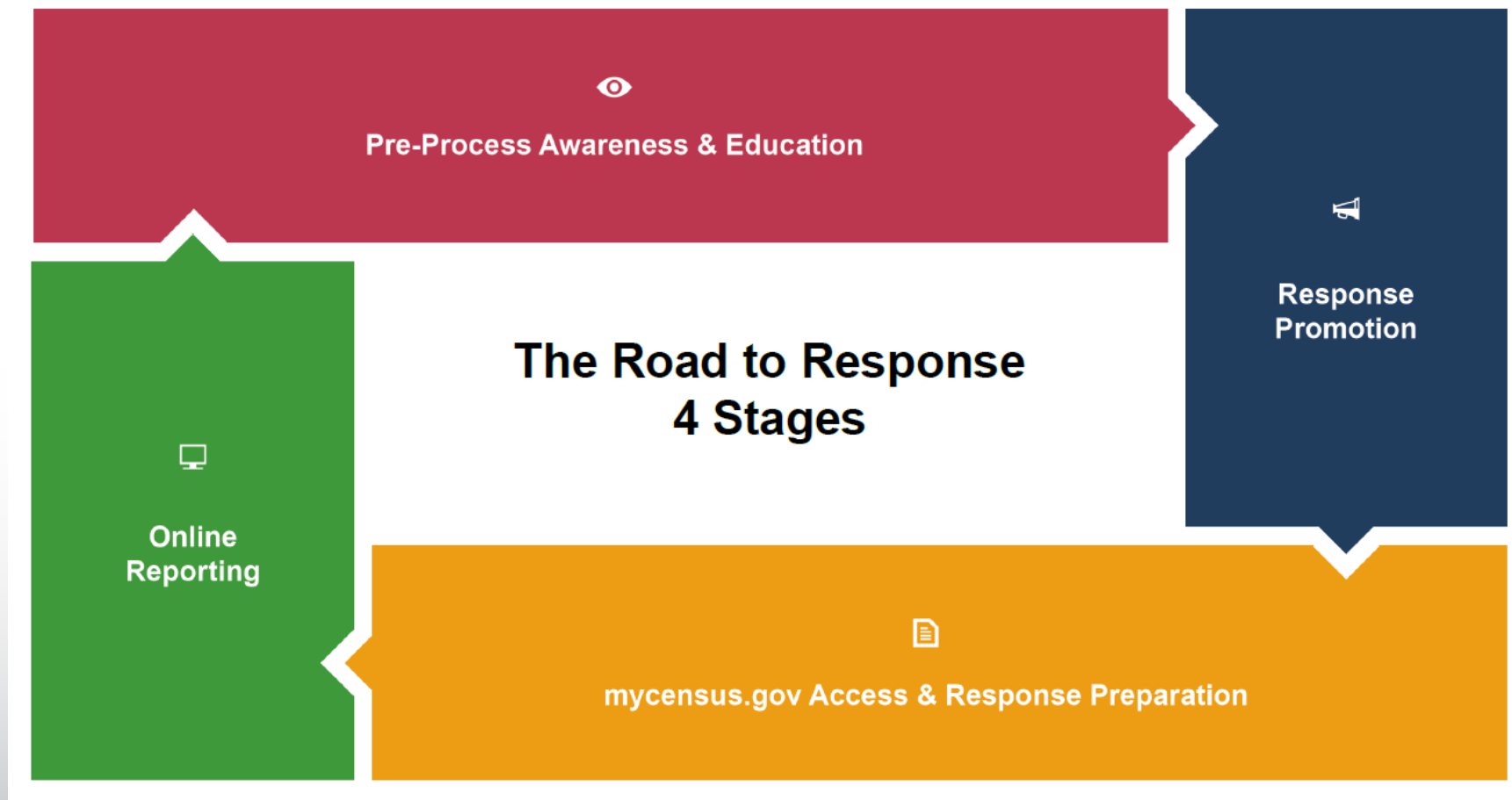
Research

- Two rounds of focus groups conducted
 - Round One: Small business community
 - Round Two: Groups of respondents
 - Findings incorporated into communication plan
- Meetings with various impact groups

2017 Economic Census Target Quadrants



The Respondent's Journey



2017 Communications Strategy – Three Paths to Reach our Targets



DIRECT COMMUNICATIONS FROM CENSUS – ECON

Account Manager Program

Census Bureau Official Correspondence – Economic Census and Current Surveys

INDIRECT COMMUNICATIONS – VIA INTERMEDIARIES

Conferences, Events, Direct

Partner Briefings

Data User Outreach

Public Relations



Membership Outreach

Help Network

Data User Outreach

Media Coverage

DIRECT COMMUNICATIONS FROM CENSUS – COMM

Public Relations, Public Affairs and Events

Government Relations and Congressional Affairs

Census Bureau Social Media

Census Bureau Awareness Campaigns

TARGET UNIVERSE

Essentials

Regulars



One and Done



All U.S. Businesses

2017 Economic Census Target Personas



Upcoming Milestones

- Focus Groups Round 3 – Jan/Feb 2017
- Creative materials development – Fall/Winter 2016
 - Economy Measurement System
 - Where Your Data Goes
 - Response Promotion
- Meeting with Intermediaries – Fall 2016

Economic Census Timing – 3 Dates to Remember

January 2018							
W	S	M	T	W	T	F	S
1		1	2	3	4	5	6
2	7		9	10	11	12	13
3	14	15	16	17	18	19	20
4	21		23	24	25	26	27
5	28	29	30	31			

February 2018							
W	S	M	T	W	T	F	S
5					1	2	3
6	4	5	6	7		9	10
7	11	12	13	14	15	16	17
8	18	19	20	21		23	24
9	25	26	27	28			

March 2018							
W	S	M	T	W	T	F	S
9					1	2	3
10	4	5	6	7		9	10
11	11	12	13	14	15	16	17
12	18	19	20	21		23	24
13	25	26	27	28	29	30	31

Jan 15

Economic Census program launches with advance email to partner organizations
January 15, 2018

Feb 15

“15-minute webinar” series, to assist with Economic Census response, launches
February 15, 2018

Mar 15

Economic Census response deadline is
March 15, 2018

How You Can Help

- Utilize provided messaging to reach out to local stakeholders
- Leverage meetings and events as opportunities to communicate with respondents
- Maintain feedback loop through open communications

Questions?